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## **ABSTRACT**

[0052] The colored data storage media comprises a substrate comprising colorant and plastic, wherein the substrate has a transmissivity of about 85% or less, at a readback laser wavelength, when traversing a 1.2 mm thick colored substrate (disk). Alternatively, the storage media comprises: a substrate comprising a fluorescent colorant and plastic, wherein the substrate has a fluorescent color emission wavelength which is not equal to the readback laser wavelength.